

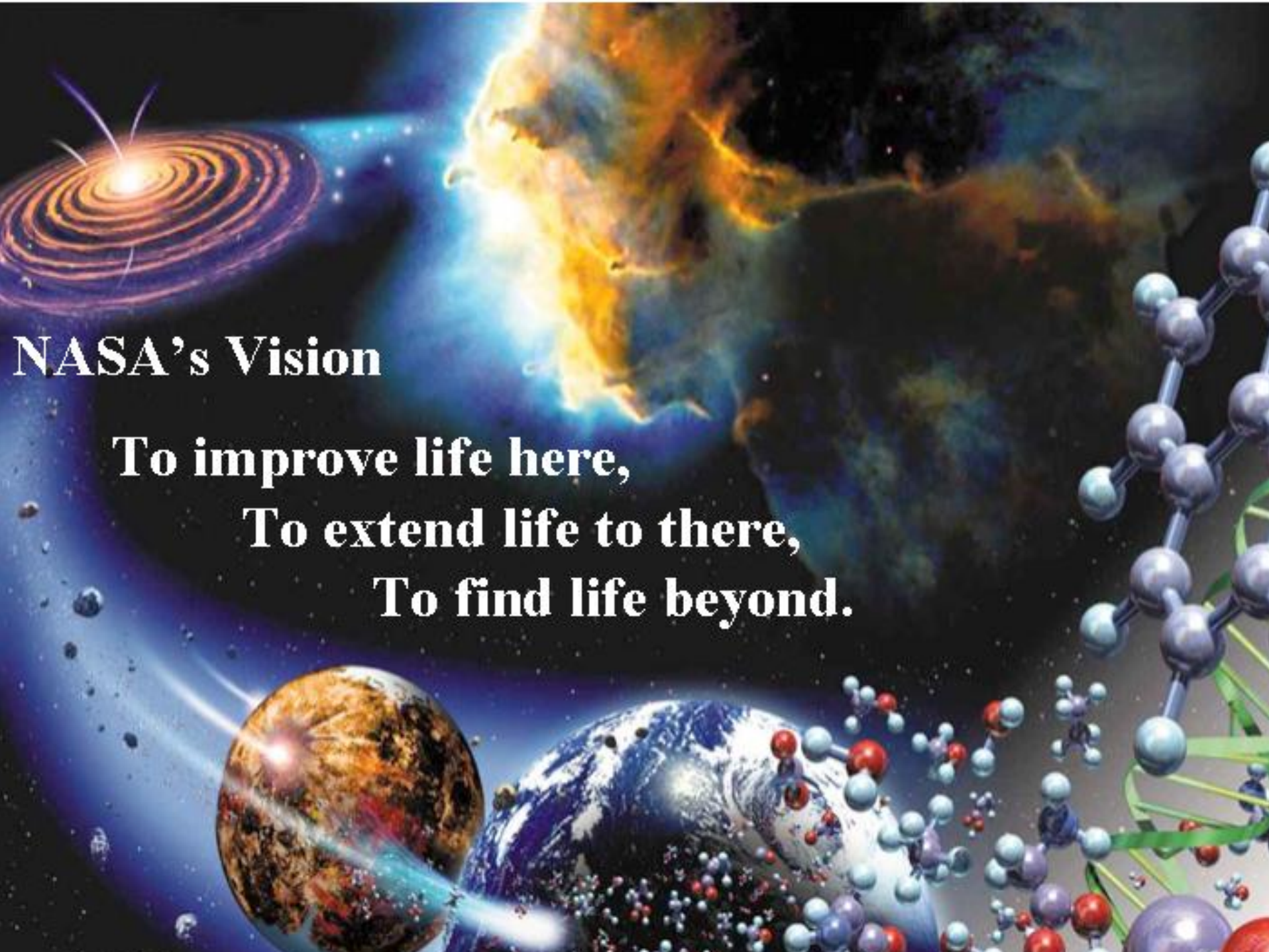


Fundamentals of the NASA Small Business Program

by

Mr. Lamont O. Hames
Chief of Staff
and
Mentor-Protégé Program Manager





NASA's Vision

**To improve life here,
To extend life to there,
To find life beyond.**



NASA Mission

To understand and protect our home planet,

To explore the universe and search for life,

To inspire the next generation of explorers

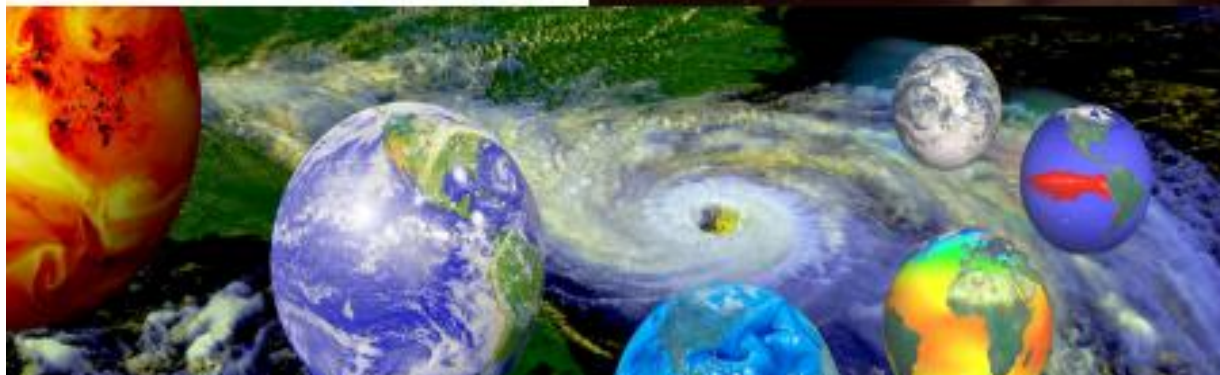
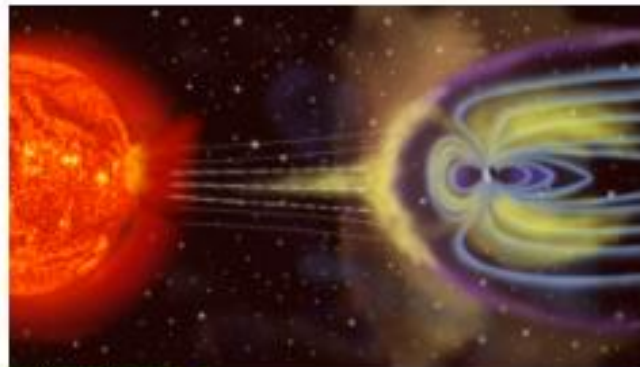
...as only NASA can





To Understand and Protect Our Home Planet

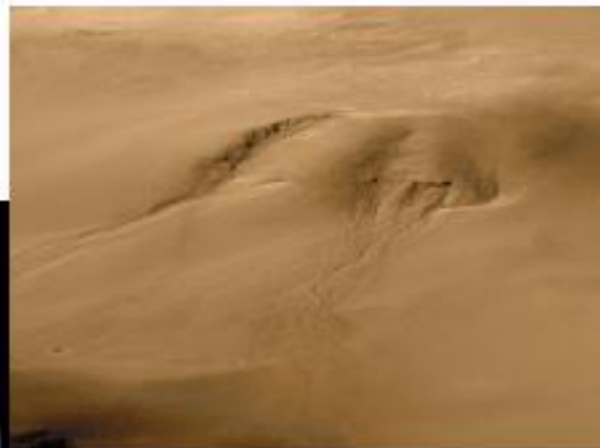
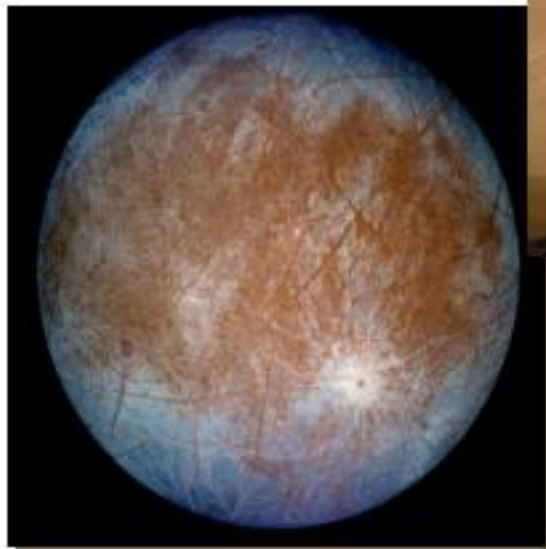
- Understanding the Earth's system and its response to natural and human-induced changes
- Enabling a safe, secure, efficient, and environmentally friendly air transportation system
- Investing in technologies and collaborating with others to improve the quality of life and to create a more secure world

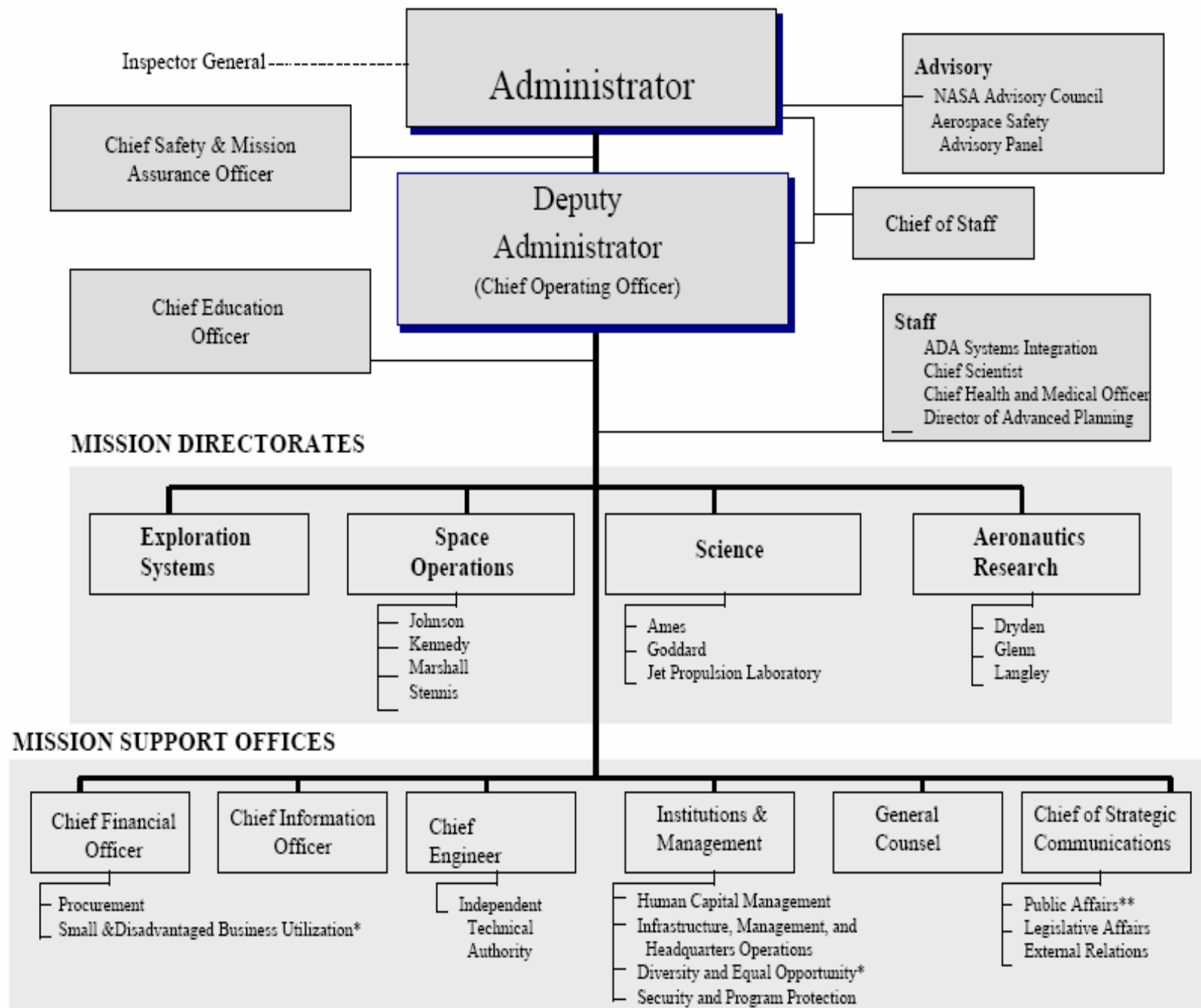




To Explore the Universe and Search for Life

- Exploring the Universe and the life within it... enabled by technology, first with robotic trailblazers, and eventually humans... as driven by these compelling scientific questions:
 - How did we get here?
 - Where are we going?
 - Are we alone?





* In accordance with law, the Offices of Diversity and Equal Opportunity and Small and Disadvantaged Business Utilization maintain reporting relationships to the Deputy and the Administrator.

** Including a new emphasis on internal communications.



Office of Small and Disadvantaged Business Utilization





OSDBU Strategic Mission

TO PROVIDE EXPERTISE ON THE
UTILIZATION OF INNOVATIVE
SMALL BUSINESSES THAT CAN
DELIVER **TECHNICAL SOLUTIONS**
IN SUPPORT OF THE NASA MISSION





High Tech Definition

“Research and/or development efforts that are within or advance the state of the art in a technology discipline and are performed primarily by professional engineers, scientists, and highly skilled and trained technicians or specialists.”





OSDBU Business Philosophy

Small businesses (including SDB's, WOB's, HBCU/OMI's) are our products

The NASA Missions, Centers, Mission Support Offices, and large contractors and other institutions are our customers

We develop and market our “products” to make them marketable to our “customers” in the performance of the overall NASA mission





OSDBU Goals

- Broaden public support for NASA and its technical programs
- Ensure the delivery of better goods and services to NASA at the best value
- World class model “OSDBU” organization
- Ensure that SB’s become *independent* of NASA
- Comply with Federal laws and regulations





Research and Technology Based Ways of Doing Business With NASA via Broad Agency Announcements

- NASA Research Announcement
- Announcement of Opportunity
- Cooperative Agreement Notice
- Announcement of Partnership Opportunity
- SBIR & STTR Program

<http://www.nasa.gov/audience/forresearchers/features/index.html>





NASA Research Announcements

NRA are general research opportunity that solicits relatively nonspecific research, technology, or education projects that are funded by NASA's yearly, ongoing budgets





29-Nov-2004

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NASA Headquarters Research Announcements Open Solicitation(s)

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Program Title of Solicitation	Announcement	Solicitation release date	NOI Due	Proposals due
Research Opportunities in Space Science - 2004	NNH04ZSS001N	30-Jan-2004	07-Jan-2005	11-Mar-2005
Earth System Science Pathfinder Program Announcement of Opportunity - 4	NNH04ZYF001O	DRAFT		
Astrobiology Science and Technology Instrument Development	NNH04ZSS001N- ASTID	31-Jan-2004	03-Sep-2004	10-Dec-2004
STARDUST Participating Scientist	NNH04ZSS001N- STAR	04-Oct-2004	03-Nov-2004	07-Jan-2005
Professional Development, Instructional Materials & Tech. Tools in Support of NASA Explorer Schools	NNH04ZNS003N	18-Oct-2004	29-Oct-2004	03-Dec-2004
HYABUSA Participating Scientist	NNH04ZSS001N- HYA	18-Oct-2004	19-Nov-2004	21-Jan-2005
NASA Energy and Water Cycle NRA (NEWS) Step-2	NNH04ZYS005N	22-Jun-2004		17-Dec-2004
Decision Support through Earth Science Results CAN -Applied Sciences - STEP 2 Proposals	NNH04ZYO010C	17-Sep-2004		14-Jan-2005
In-Space Propulsion Cycle 3	NNH04ZSS001N-ISP	03-Nov-2004	03-Dec-2004	04-Feb-2005
Solar & Heliospheric Physics	NNH04ZSS001N- SHP	31-Jan-2004	10-Dec-2005	15-Feb-2005



Announcement of Opportunity

A specific research opportunity for which relatively well-defined science investigations are solicited, usually in association with a specific NASA space mission

It may (but does not always) involve the provision and operation of experiment hardware and is typically funded by a unique Federal budget appropriation





Cooperative Agreement Notice

A unique research program that involves a relatively high degree of interaction between the Agency and the selected recipients to achieve NASA's desired objectives





Announcement of Partnership Opportunity

Competition where partner organizations contribute cash or non-monetary resources towards one or more prize (Challenges) competitions that supports a NASA mission.

- Centennial Challenges Opportunity in support of Vision for Space Exploration

<http://exploration.nasa.gov/acquisition/index.html>





SBIR & STTR Program

- NASA's Small Business Innovative Research (SBIR) and Small Business Technology Transfer (STTR) Programs are a three- phased approach for the small business concern to develop a technology in response to a specific set of NASA mission driven needs as presented in the NASA SBIR/STTR Annual Solicitation.
- The STTR program involves a research institution partnering with a small business to develop a technology based on specific mission needs. Please check out the NASA SBIR/STTR Schedule for important dates.

<http://sbir.gsfc.nasa.gov>





Policy Initiatives with emphasis on Small Business

Initiatives that are now NASA Policy Directives or
Federal Acquisition Regulation Supplements

- Uniform Methodology for Determining SDB Subcontracting Goals
- Total Contract Value
- Goals in Solicitations
- Source Selection Criteria
- Award Fee Allocation
- Mentor-Protégé Program





Traditional Contracting Vehicles

- Mid-Range Procurement Program (Pilot expired)
- Small Business Set-Asides
- 8(a) Set Asides
- Subcontracting
- More frequent use of GSA Schedules





Executive Level Marketing Programs

- Sources for Assistance
- Advocacy Initiatives
- National Programs
- Outreach





Sources for Assistance

- Marketing NASA Centers
 - Industry Assistance
 - Small Business Specialists
 - Small Business Technical Advisors
 - Center Prime Contractor Liaisons
 - Center Industry Assistance Web Sites
(<http://ec.msfc.nasa.gov/hq/library/industry.html>)
- PROCUREMENT.NASA.GOV
 - NASA Acquisition Internet System (NAIS)
 - NASA Procurement Management System
 - Prime Contracts and Major Contractor Data
 - 8(a), SDB, and Women-Owned Bus. Contractor Data
 - Acquisition Forecast
 - Solicitations





Advocacy Initiatives

- Prime Contractor Roundtable
- *Woman Contractors at NASA*
- *Small Businesses in Return to Flight*
- *Procurement, Legislative, and Information Bulletins*
- *OSDBU Newsletter*
- *NASA Information Technology Guide for Small Businesses*
- Phone Book





National Programs for Small Businesses Participation

- Science Forum
- Aerospace Technology Forum
- Space Science Symposium for Small Businesses
- Training and Development of Small Business in Advanced Technologies
- SB Hardware, Fabrication, Machining and Assembly Service Directory (coming soon)

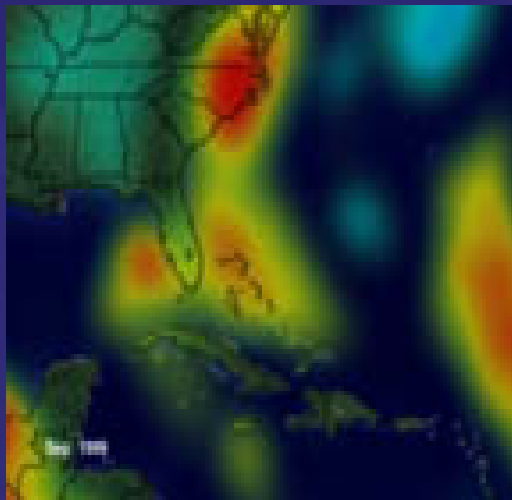




Science Forums

This high-level marketing opportunity allows small technology firms with capability or research capability in the following areas to present before potential customers.

Targeted Areas:



- Earth and Space Science Research & Applications
- Sensor and Instrument Technology
- Commercial Remote Sensing
- Spacecraft hardware
- Space and Ground Communications
- Lasers and LIDAR Systems
- Satellite Data Processing and Analysis
- Space Telecommunications



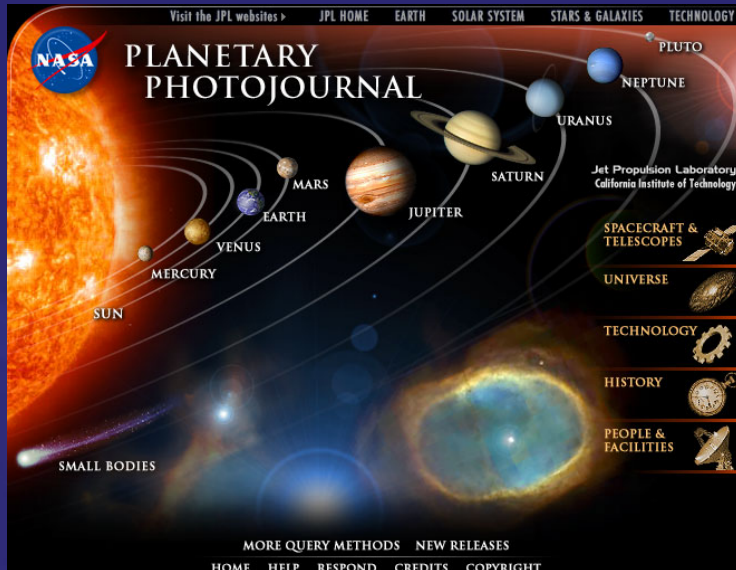
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Jet Propulsion Laboratory
Mr. Art Duran
Arthur.A.Duran@jpl.nasa.gov





Space Science Symposium for Small Businesses



- A national program that illustrates NASA's earth and science program for small businesses
- Presentations are conducted by experts in the science community and senior NASA officials
- Only program highlighting Earth and Science Missions focused at the high tech small business community
- Announcement of Opportunities, procurement initiatives, contracting and subcontracting
- Held in Washington, DC Annually



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Aeronautics Forums

This high-level marketing opportunity allows small technology firms with capability or research capability in the following areas to present before potential customers.



- Targeted Areas Sought:
- High Performance Super Computing
- Computational Fluid Dynamics
- Materials and Structures
- Guidance Navigation and Control
- Air Breathing Propulsion and Aerodynamics

GLENN

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Langley

Mr. Vernon Vann: a.v.vann@larc.nasa.gov

Dryden

Mr. Robert Medina: Robert.Medina@nasa.gov





Small Business Training Program



Marketing, Proposal Writing, Subcontracting,
Teaming Agreements, Safety, Finance & Accounting,
and more.....

- Basic & Advanced level training program for small technology firms. Over 1400 executives have been trained in this program.
- OSDBU is seeking proven 8(a) firms for follow-on contract
- Check web site for upcoming announcement





Minority Business & Advocates Awards Program

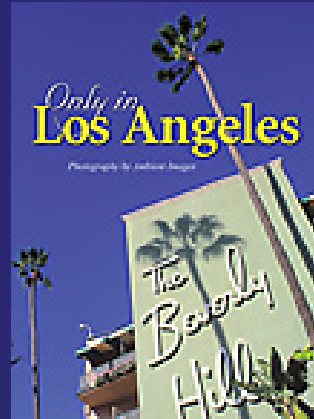


Held Annually in September in
Conjunction with MED Week





See you in



Mar. 05

NASA/JPL High Tech Small Business Conference

Meet me in



Sept. 05

NASA Small Business Solutions Conference





Contact Information

For More Information:

NASA Headquarters

Office of Small and Disadvantaged

Business Utilization

202.358.2088

www.osdbu.nasa.gov

